



***The Fairfax County
Census 2000
Complete Count Committee***

Final Report of Activities

*Submitted to the
Fairfax County Board of Supervisors*

July 10, 2000

Executive Summary

The Complete Count Committee is pleased to provide this final report to the Board of Supervisors on the Census 2000 effort in Fairfax County. This year, the County achieved a mail-in response rate of 80%, exceeding the 1990 response rate of 76%. This response rate was the highest among counties in the Washington Metropolitan Area, and placed Fairfax County in the top one percent (1%) of all counties nationally. This success was achieved despite a tremendous increase in language and cultural diversity across the County over the last ten years, a factor that made disseminating the Census message among all of our residents a greater challenge than in the past. The Board of Supervisors, the Committee, County Staff from the Department of Systems Management for Human Services and other agencies, and many community members combined their efforts to make the Census 2000 Complete Count effort a success.

While the Complete Count Committee is pleased with these results, the Committee believes there is room for improvement. In that light, this final report to the Board should also be viewed as a report to the Board of Supervisors and the County Executive that will be serving in 2008, when planning for the 2010 Census should begin. The level of detail provided in this report is deliberate. It is purposely intended to serve as a practical guide for the Board of Supervisors, County Executive, County Staff, and the Census 2010 Complete Count Committee. The inventory of the numerous activities of the Census 2000 Complete Count Committee is intended to provide examples for the 2010 effort.

On the pages immediately following this Executive Summary, the Board will note a large number of recommendations. Several key themes emerge:

- ***Begin the Census 2010 effort earlier.*** While the Census 2000 effort started earlier than the 1990 effort, the Complete Count Committee was still rushed to effectively complete its mission. Planning should begin in early 2008.
- ***Expand the participation of the Fairfax County Public Schools, the School Board, and School Staff.***
- ***Increase the participation of the County's ethnic and minority populations, and County businesses, as appointed and ad hoc members of the Complete Count Committee.***
- ***Be prepared with plans, census materials, and messages tailored specifically for Fairfax County.***

A large number of people invested a great deal of energy, enthusiasm, and effort in numerous Census 2000 Complete Count activities, although the commitment and contributions were not always commonly felt nor evenly shared. The Committee believes that more advance work on all fronts – with County and School Staffs, Census Bureau Staffs, community organizations and associations, and Complete Count Committee members themselves – will result in the broad and dedicated participation needed in 2010 to improve on the success of 2000.

The Complete Count Committee thanks the Board of Supervisors for their support, and not only the opportunity to serve, but also to provide its recommendations for advancing the cause of the critically important census effort.

Recommendations

The following are recommendations provided by the Fairfax County Census 2000 Complete Count Committee. Discussion of these recommendations can be found in the section entitled, "Discussion of Recommendations for Future Complete Count Committees".

Recommendations for the Board of Supervisors and County Executive

Funding for Complete Count Committee Efforts

1. Funding necessary to support the Census 2010 Complete Count Committee effort should be included as a line item in the Fairfax County budgets for fiscal years 2008 through 2010.

Staff Support and County Involvement in the Complete Count Effort

2. The County Executive should assign primary staff support in sufficient time (early 2008) to allow for the proper mobilization of resources.
3. Primary staff support for Census 2010 should be assigned to the Department of Systems Management for Human Services, or the equivalent Human Services cross-agency facilitation department.
4. All Fairfax County agencies and departments should be encouraged to assist in the Census 2010 effort. A coordinated County plan should be in place by spring 2009.
5. County agencies and departments should be engaged as a resource pool. An inventory of communication networks should be conducted. Committee outreach efforts should piggyback on existing resources whenever possible.
6. The Board of Supervisors should ensure the Fairfax County Web site is linked to the U.S. Bureau of the Census Web site, increasing opportunities for the dissemination of census information to County residents.
7. The Board of Supervisors should request that the Fairfax County Public School system:
 - develop a policy and communicate it to all schools recommending that the Bureau of the Census is to be assisted,
 - make school facilities available after hours for use by the Census Bureau for recruitment, testing, and training,
 - waive the nominal \$5.00 fee for school facility use, and
 - include a line item in the fiscal year 2010 budget for census activities.

Establishment of Complete Count Committee

8. The Board of Supervisors should establish a Complete Count Advance Committee two years in advance of the census (April 2008). This will provide for proper planning and ensure a more orderly and thorough approach in promoting the census.
9. The Board of Supervisors should ensure the entire Complete Count Committee is appointed one year prior to Census Day 2010 (April 2009).

Complete Count Committee Membership

10. Members appointed to the Complete Count Committee should be willing to expend considerable time to achieve success in the Complete Count challenge.
11. In order to reflect an increasingly diverse population, Complete Count Committee membership should include more minority representatives. This includes not only cultural minority appointees, but also representatives from populations considered 'hard to reach'. When considering representative organizations, those with outreach success should be invited to appoint representatives, such as African American Fraternities and Sororities, the Northern Virginia Pan Hellenic Council, BIG (Blacks in Government), Big Brothers and Big Sisters, the NAACP, 100 Black Men of Northern Virginia, the LINKS of Northern Virginia, the Northern Virginia Baptist Association, and Barrios Unidos, among others.

12. In addition to the Complete Count Committee membership, organizations should be encouraged to participate in subcommittees that target specific populations within Fairfax County, especially 'hard to reach' and cultural minorities, on an ad-hoc basis. The Complete Count Committee can assist in recruitment of subcommittee members.
13. The Fairfax County School Board should be invited to appoint representatives to the Complete Count Committee.
14. The Board of Supervisors should proactively encourage business participation in the Complete Count Committee effort by inviting appointments from organizations such as the Restaurant/Bar Association and the Small Business Administration.
15. The Complete Count Committee should encourage participation by youth groups such as the Boy and Girl Scouts, teen centers, college organizations, and community-based and non-profit organizations.
16. Non-appointee volunteers should be recognized and rewarded for their assistance with census outreach efforts.

Recommendations for the Complete Count Committee and County Staff

Coordination with the U.S. Bureau of the Census and Local Census Offices

17. The Complete Count Committee and County Staff should establish a liaison with the local census offices assigned to Fairfax County as soon as practical. In the interim, coordination should be through the U.S. Bureau of the Census Regional Office to obtain contact information and materials.
18. Relationships with the U.S. Bureau of the Census National Partnership Program must be more efficiently and effectively advanced.
19. The Complete Count Committee should enlist the assistance of the local census offices to conduct preplanning seminars and workshops for members and interested residents. The local census offices should sponsor meetings between chairs of local Complete Count Committees in their jurisdictions.

Complete Count Committee Scheduling

20. The entire Complete Count Committee should meet on a periodic basis, with meetings occurring more often as the time of the census nears (between January and April 2010).
21. Once developed, the Complete Count Committee should establish a reasonable schedule for the review of strategies to ensure a coordinated, yet non-duplicatory, effort among its subcommittees.
22. The Complete Count Committee should obtain daily updates on mail-in response rates by census tract (per the U.S. Bureau of the Census Web site), beginning in late March. Census tracts exhibiting low initial response rates should have additional outreach efforts targeted toward bolstering those rates between late March and mid-April.

Complete Count Committee Outreach Efforts

23. When initially formulating strategies for Census 2010, the Complete Count Advance Committee should target additional outreach efforts on census tracts with low mail-in response rates during Census 2000.
24. To reach various audiences, the Complete Count Committee should enlist the mass media for promulgating the census, including newspapers, television, and the Internet.
25. The Complete Count Committee should establish an outreach program to access more members of the 'hard to reach' population.

26. Outreach efforts within the faith community should:
- define the "faith community" as broadly as possible to include groups that might be overlooked,
 - establish an early census education program throughout Fairfax County,
- send informational letters, followed by posters and materials, to all places of worship and faith communities, and
- set up informal census information/assistance stations in places of worship, especially in minority faith community meeting places, to take advantage of the usual social hour following worship services.

Complete Count Committee Census Outreach Materials

27. National census materials should be obtained as early as possible.
28. The Complete Count Committee should design, develop, and produce Fairfax County-specific materials, including posters and fliers.
29. Drop-in articles should fit the newsletter requirements of community associations and civic organizations. This is often smaller than one-half page.
30. Fliers translated into languages other than English should:
- contain shorter messages translated in multiple languages on the same sheet,
 - be copied onto heavy paper stock,
 - provide a means for English speakers to understand and track single-language translations,
 - state accurate and easily understood translations of census requirements, and
 - be ready for dissemination by October 2009.
31. The Complete Count Committee should aggressively pursue varied materials to advertise the census, such as coasters, napkins, tee shirts, and buttons.
32. Several locations throughout the County should be identified for the storage of census materials, and from which to distribute those materials.
33. The Complete Count Committee should obtain the assistance of other organizations for support in efforts such as erecting a banner across a heavily traveled road.

Census 2000

Complete Count Committee

Final Report of Activities

Table of Contents

Executive Summary	ii
Recommendations	iii
Recommendations for the Board of Supervisors and County Executive	
Funding for Complete Count Committee Efforts	
Staff Support and County Involvement in the Complete Count Effort	
Establishment of Complete Count Committee	
Complete Count Committee Membership	
Recommendations for the Complete Count Committee and County Staff	
Coordination with the U.S. Bureau of the Census and Local Census Offices	
Complete Count Committee Scheduling	
Complete Count Committee Outreach Efforts	
Complete Count Committee Census Outreach Materials	
Table of Contents	vi
Introduction	1
Committee Composition	3
Committee Membership	
Ad-Hoc Committee Membership	
Staff Support Composition	
Committee Organization	5
Media and Materials Subcommittee	
General Population Subcommittee	
Faith Communities Subcommittee	
Hard to Reach/English Speaking Minorities Subcommittee	
Non-English Speaking Minorities Subcommittee	
Staff Support Organization	
Time Commitment and Level of Involvement Requirements	
Organizational Chart of Complete Count Subcommittee Structure	
Subcommittee Strategies, Goals, and Accomplishments	8
Media and Materials Subcommittee	
Strategies	
Accomplishments to Support All Subcommittee Work	
Existing County Communication Resources	
Regularly Scheduled County/Community Mailings	
Regularly Scheduled County/Community Meetings & Presentations	
Point of Purchase/Advertising Options	
County Cable Network	
County Websites	
Local Radio Stations	
Questionnaire Assistance, Be Counted, and/or Testing Centers	
General Population Subcommittee	
Strategies	
Accomplishments	
Faith Communities Subcommittee	
Strategies	

Accomplishments	
English Speaking Minority and Hard to Reach Residents Subcommittee	
Strategies	
Accomplishments	
Non-English Speaking Minorities Subcommittee	
Strategies	
Accomplishments	
Board of Supervisors' Support and Actions	20
Chronology of Board of Supervisors' Actions Supporting the Census 2000 Campaign	
Proclamation	21
United States Census 2000 Campaign	22
Overview – Advertising and Promotion	
Overview – Media News	
Overview – Partnership Program	
What's New?	
Special Events – Advertising and Promotion	
Outcomes (Census 2000 Initial Response Rates)	27
National Map	
"65% News to Celebrate"	
Census 2000 Initial Response Rates by Geographic Entity	
Map of Fairfax County 2000 US Census Survey Returns by Census Tracts	
Conclusion	31
Discussion of Recommendations for Future Complete Count Committees	32
Recommendations for the Board of Supervisors and County Executive	
Funding for Complete Count Committee Efforts	
Staff Support and County Involvement in the Complete Count Effort	
Establishment of Complete Count Committee	
Complete Count Committee Membership	
Recommendations for the Complete Count Committee and County Staff	
Coordination with the U.S. Bureau of the Census and Local Census Offices	
Complete Count Committee Scheduling	
Complete Count Committee Outreach Efforts	
Complete Count Committee Census Outreach Materials	

Introduction

Every ten years, the Bureau of the Census conducts a population count of each person residing in the United States. Census results are used to reapportion the seats in the U.S. House of Representatives, as well as redraw the legislative boundaries for the Virginia General Assembly and Magisterial District boundaries in Fairfax County. In addition, billions of dollars in federal funds are allocated annually throughout the nation, and even more in state funds, based upon census results.

In preparation for the 1980 decennial population count, the U.S. Bureau of the Census developed a nationwide program to promote the census, and increase awareness of the importance of completing and returning the census form in all local jurisdictions throughout the United States. Volunteers in the program would be members of local organizations with direct contacts in the larger community. This initiative is known as the Complete Count Committee.

In 1980, the Board of Supervisors established the first Fairfax County Complete Count Committee. Committee efforts were rewarded in that Fairfax County achieved the highest census mail-in response rate of all Metropolitan Washington Area jurisdictions. In 1990, the efforts of the Complete Count Committee resulted in a mail-in response rate of 76 percent, the highest rate of any Northern Virginia County. The mail-in response rate is an indicator of the accuracy of the population count; the higher the percentage, the greater the number of residents that complete and return their form, and the fewer enumerators that must go door-to-door to encourage residents to complete census questionnaires.

As in both 1980 and 1989, at its July 26, 1999 meeting, the Board of Supervisors established a Complete Count Committee to promote Census 2000 throughout Fairfax County. The Board directed the Committee to encourage an accurate count and complete response to the 2000 Census. The Complete Count Committee was charged with the oversight of a multifaceted public awareness campaign, utilizing existing community organizations and communications networks to reach all residents, especially those less likely to complete and return a census form. Specifically, to promote Census 2000, the Complete Count Committee was to guide activities in areas of data collection support, enumerator recruitment, and promotional outreach. Each Supervisor appointed one committee member. Numerous countywide organizations, with outreach capabilities in civic, religious, business, multicultural, and education communities, were invited to also appoint one member. Twenty-four volunteers served on the committee. Primary staff support for the Committee was assigned to the Department of Systems Management for Human Services.

The Census 2000 Complete Count Committee convened its first meeting on October 28, 1999, and held subsequent monthly meetings the first Wednesday of each month, December through April, with a final meeting in June. The Complete Count Committee utilized a subcommittee structure to maximize its outreach to Fairfax County residents. Five subcommittees were created, with strategic efforts specialized within these subcommittees. The activities of the Complete Count Committee culminated on April 1, 2000, designated as Census Day, both nationwide and in Fairfax County. All households were encouraged to complete and return their census questionnaires on that day.

As in both 1980 and 1990, the efforts of the Fairfax County Complete Count Committee were successful. In 2000, the mail-in response rate reached 80 percent. This response rate was the highest among counties in the Washington Metropolitan Area, and placed Fairfax County in the top one percent (1%) of all counties nationally. This success was achieved despite a tremendous increase in cultural and language diversity throughout the County over the last ten years, a factor that made the promotion of the census a greater challenge in 2000 than in the past.

This final report details the activities of the Fairfax County Census 2000 Complete Count Committee, the outcome of those efforts, and includes recommendations for future Complete Count Committees. Report sections focus on the Committee's Composition and Organization, including a synopsis of the five subcommittees, and the strategies, goals, and accomplishments of those subcommittees. The Board of Supervisors played an important role in the efforts of the Complete Count Committee, and this support is documented. A brief review of the United States Census 2000 campaign includes printouts from the U.S. Census Bureau's Web site, <http://www.census.gov>. National and local outcomes are detailed; included in this section is a map of the mail-in response rate for each census tract in Fairfax County. Finally, this report

offers recommendations for the Board of Supervisors, the County Executive, County staff, and future complete count committees.

This report is inclusive of the strategies and activities considered and accomplished, and also suggested tasks not carried out. The level of detail provided is deliberate. The Committee believes a thorough documentation of the experience is imperative to the success of future committees. Because there is an eight- to ten-year time lag between the establishment of Complete Count Committees, the final report becomes the only source of information of successful and 'not-so-successful' efforts. In that light, this report should also be viewed as a practical guide to the Board of Supervisors and County Executive serving in 2008, when planning for the next decennial census is recommended to begin, as well as a report to County Staff and the Census 2010 Complete Count Committee.

For future reference, all original documentation will remain on file in the Department of Systems Management for Human Services. This includes samples of promotional materials disseminated to Fairfax County residents, posters, fliers, letters and correspondence, newsletter articles, tee shirt and coaster patterns, and newspaper articles written about the local and national Census 2000 effort.

Committee Composition

As conceived by the U.S. Bureau of the Census, the Complete Count Committee is to be comprised of volunteers from local organizations that have direct contact with the community. This composition is effective in utilizing existing local community organizations and communication networks to promote the census, disseminating information regarding the importance of the census, and potentially increasing the mail-in response rate.

In order to reach all Fairfax County residents, the suggested composition of the Census 2000 Complete Count Committee was to include 30 members, selected from a broad cross-section of community organizations throughout the County. Each member of the Board of Supervisors appointed one representative. Twenty organizations were requested to appoint members. The suggested composition represented a somewhat broader base than that of the 1990 Complete Count Committee. Organizations were added to ensure an increased awareness of ethnic and minority populations, as well as economically disadvantaged residents.

Of the twenty organizations asked to participate in the Complete Count Committee, the following did not appoint a representative: the Fairfax County Chamber of Commerce, the Fairfax Education Association, the Fairfax County Federation of Teachers, the Tenant-Landlord Commission, the Korean Community, and the Fairfax County Chapter of the NAACP. Although the NAACP did not have an appointed member on the committee, the organization did have representation at most Complete Count Committee meetings, and actively participated on an ad-hoc basis in the efforts of the Hard-to-Reach/English Speaking Minorities Subcommittee. The Fairfax County Commission for Women requested an appointment to the Complete Count Committee, which was granted by the Board of Supervisors. The final composition of the Complete Count Committee totaled 24 members.

Committee Membership

Following are the appointed members, and organizational affiliation, of the Fairfax County Census 2000 Complete Count Committee.

Carol A. Hawn, *Chair*
Jim Kelly, *Vice Chair*

Sully District Representative
At-Large Representative

Reverend Leroy Anderson
Michael Belefski
William Burris, II
Penny Chaboudy
Bruce Coates
Dr. Jerry L. Coffey
Linda Freeman
Robert Hayman
Jean Jensen
Dr. Surjit Kaur
George Lambert
Mary Jo Larson
William Lee
Mohamed Magid
Aida Mercado
Thyet Nguyen
Irma Ortiz

Lee District Representative
Fairfax County Federation of Citizens Associations
Springfield District Representative
Dranesville District Representative
Black Women United for Action
Hunter Mill District Representative
Providence District Representative
Northern Virginia Board of Realtors
Mount Vernon District Representative
Faith in Action Coalition
Northern Virginia Urban League
Fairfax County Commission for Women
Organization of Chinese Americans
All Dulles Area Muslim Society
United Community Ministries
Vietnamese Resettlement Association
Mason District Representative/Hispanic Committee of
Northern Virginia
Fairfax-Falls Church United Way
Human Services Council
Braddock District Representative
League of Women Voters of the Fairfax Area
Community Ministries of Northern Virginia

Roxanne Rice
Miguel R. Rovira, Esq.
John Shivik
Carol Steere
Phil True

Ad-Hoc Committee Membership

To effectively promote the message of Census 2000 among 'hard to reach' populations, a number of community organizations with outreach success were recruited to participate in the Complete Count effort on an ad-hoc basis. These participants volunteered time and/or organizational resources to extend the outreach efforts of the Complete Count Committee. Some of these individuals attended subcommittee meetings, as well as Complete Count Committee meetings and assisted in accomplishing many of the strategies of the Hard-to-Reach/English Speaking Minorities Subcommittee.

Following are the ad-hoc members, and their organizational affiliations, who contributed to the outreach efforts of the Complete Count Committee.

Shirley Alexander	Northern Virginia Alumnae Chapter, Delta Sigma Theta Sorority, Inc.
Marisol Benesch	Virginia Cooperative Extension, Fairfax County
Natalie Bennett	George Mason University Branch of the NAACP
Joshua Bozell	Rho Tau Chapter of Phi Beta Sigma Fraternity, Inc., George Mason University
Barbara Brown	Lambda Kappa Omega Sorority
Tracy Bunch	President, Alpha Kappa Alpha Sorority
Sheila Coates	Black Women United for Action
Dr. Benson Cooke	Black Peer Counseling Program, George Mason University
Bernice Dawson	Northern Virginia Alumnae Chapter, Delta Sigma Theta Sorority, Inc.
Victor Dunbar	President, Fairfax County Branch of the NAACP
Kareem Dphrepaulezz	Rho Tau Chapter of Phi Beta Sigma Fraternity, Inc., George Mason University
Patricia Evans	Northern Virginia Alumnae Chapter, Delta Sigma Theta Sorority, Inc.
Michael Ferby	Theta Tau Sigma Chapter of Phi Beta Sigma Fraternity, Inc.
Cameron Frasier	Rho Tau Chapter of Phi Beta Sigma Fraternity, Inc., George Mason University
Clyde F. Jackson	Virginia Cooperative Extension, Fairfax County
Dr. Mark Kidd	Phi Beta Sigma Fraternity/Director of Student Activities, George Mason University
Rae Martel	Northern Virginia Alumnae Chapter, Delta Sigma Theta Sorority, Inc.
Stephanie Matthews	Northern Virginia Alumnae Chapter, Delta Sigma Theta Sorority, Inc.
Anthony McGriff	Northern Virginia Alumnae Chapter, Delta Sigma Theta Sorority, Inc.
Michael McGriff	Northern Virginia Alumnae Chapter, Delta Sigma Theta Sorority, Inc.
Pat McGriff	Northern Virginia Alumnae Chapter, Delta Sigma Theta Sorority, Inc.
Juliet Middleton	Lambda Kappa Omega Sorority
Lillie Morarity	Fairfax County Branch of the NAACP
Andrea Moore	Delta Sigma Theta Sorority, Inc., George Mason University
Dawn Lawson-Morris	Blacks in Government (BIG)/Alpha Kappa Alpha Sorority
Beverly Nance	President, Northern Virginia Alumnae Chapter, Delta Sigma Theta Sorority, Inc.
Melvin Parada	La Unidad Latina, George Mason University
Aaron Richardson	Theta Tau Sigma Chapter of Phi Beta Sigma Fraternity, Inc.
Davina Smalls	Northern Virginia Alumnae Chapter, Delta Sigma Theta Sorority, Inc.
Charles Summers	Fairfax County Branch of the NAACP
Ollie Tinsley	Rho Tau Chapter of Phi Beta Sigma Fraternity, Inc., George Mason University
Maida Whaley	Northern Virginia Alumnae Chapter, Delta Sigma Theta Sorority, Inc.
Dorothy White	Northern Virginia Alumnae Chapter, Delta Sigma Theta Sorority, Inc.
Hazel A. Wilson	Northern Virginia Alumnae Chapter, Delta Sigma Theta Sorority, Inc.
Leon Witherspoon	Rho Tau Chapter of Phi Beta Sigma Fraternity, Inc., George Mason University

Staff Support Composition

Primary staff support for the Complete Count Committee was assigned to the Fairfax County Department of Systems Management for Human Services, under the direction of Margo Kiely. Staff Coordinator for the Complete Count Committee was Robert J. Koreski. Shelly Cron served as Management Analyst. Other staff members playing key roles in the Complete Count effort were Irmina Howe, Gail Kohn, Chris Cole Poulson, and Caroline Valentine. Staff members from various county agencies and departments also assisted with the support effort.

Committee Organization

The first meeting of the Complete Count Committee was held on October 28, 1999. Discussion focused on the purpose of the Committee, to promote Census 2000 by educating Fairfax County residents about the importance of an accurate and complete census count. Guest speakers included Susan Hardy, Regional Director of the U.S. Bureau of the Census, Anne Cahill, Chief, Demographic and Economic Analysis, Department of Systems Management for Human Services, and management and staff from the Alexandria and Fairfax Local Census Offices.

At its December 1, 1999 meeting, a Chair and Vice Chair were elected. The meeting focused on the organizational structure of the Committee. The Committee identified target groups based on the above purpose. After considering the organizational representatives comprising the Complete Count Committee, five subcommittees were created that would best achieve the desired outcome, an accurate count and complete response. Each subcommittee was responsible for conceiving strategies to promote Census 2000. These subcommittees were:

- Media and Materials Subcommittee,
- General Population Subcommittee,
- Faith Communities Subcommittee,
- Hard to Reach/English Speaking Minorities Subcommittee, and
- Non-English Speaking Minorities Subcommittee.

Each subcommittee selected a Chair, responsible for communicating with the other subcommittees. The Complete Count Committee considered creating a Children's Subcommittee. However, because the Complete Count Committee lacked representation from school-related organizations, this subcommittee was not formed. Also, while the 1990 Complete Count Committee had a specific Enumerator Recruitment Subcommittee, it was determined the outreach efforts of each subcommittee would also encompass the message that the Bureau of the Census was accepting applications for temporary employment as census enumerators and staff. A Department of Systems Management for Human Services employee staffed each subcommittee.

The entire Complete Count Committee met the first Wednesday of each month, January through April. The majority of time at each of those meetings was spent in the subcommittees, developing and reviewing strategies to reach as many residents as possible, coordinating efforts, and planning activities for the next month. Between monthly meetings, many of the subcommittees met to coordinate activities in support of the census. A Final Report Subcommittee met in May, to discuss and organize the final report. The last meeting of the Complete Count Committee was held June 7, 2000.

Following is a brief description of each of the five subcommittees. Committee Chairs and members, and County Staff assigned to each subcommittee are recognized. An organizational chart diagramming the Complete Count Subcommittee structure can be found on page 7 of this report.

Media and Materials Subcommittee

Members of this Subcommittee were John Shvik, Chair, Jean Jensen, and Roxanne Rice. Shelly Cron provided staff support for the Subcommittee. The Media and Materials Subcommittee served a clearinghouse role; it assisted each subcommittee by identifying, gathering, and/or developing new materials that fit the strategies recommended by the other subcommittees. The Subcommittee utilized materials available from the U.S. Bureau of the Census and elsewhere, and developed needed materials that did not exist. They also inventoried existing County communications networks, to piggyback on existing resources. The Subcommittee worked to ensure the consistency of the Complete Count Committee's message and avoid duplication of effort among the subcommittees. The Subcommittee coordinated and arranged the speakers for presentations, radio public service announcements, and videotaped announcements for cable television.

General Population Subcommittee

Members of this Subcommittee were Linda Freeman, Chair, Michael Belefski, and Carol Steere. Chris Cole Poulson provided staff support to the Subcommittee. The General Population Subcommittee was responsible for disseminating promotional Census 2000 information to individuals and groups such as community

associations, organizations, and businesses. The subcommittee utilized linkages with both governmental and non-governmental agencies, and focused on strategies to reach broad consumer groups that are more likely to complete and return a census form.

Faith Communities Subcommittee

Members of this Subcommittee were Dr. Surjit Kaur, Chair, Penny Chaboudy, Mohamed Magid, and Phil True. Caroline Valentine provided staff support to the Subcommittee. The Faith Communities Subcommittee focused on reaching members of all faith congregations throughout Fairfax County, including ethnic minority congregations. The Subcommittee enlisted the support of congregational leaders at various levels and educated faith communities about the importance of completing and returning the census. The Subcommittee also encouraged congregations to use their place of worship as Questionnaire Assistance Centers (QACs) and encouraged members to serve as volunteers at those QACs.

Hard to Reach/English Speaking Minorities Subcommittee

Members of this Subcommittee were Bruce Coates, Chair, Pastor Leroy Anderson, Jerry Coffey, Jim Kelly, and William Lee. Gail Kohn provided staff support to the Subcommittee. The Hard to Reach/English Speaking Minorities Subcommittee developed strategies that focused on reaching residents traditionally reluctant to complete their census questionnaires and English speaking minorities undercounted in the 1990 Census, including African Americans, Asian Americans, Hispanic Americans, and Native Americans. The Subcommittee also focused on hard to reach residents such as young males and children.

Non-English Speaking Minorities Subcommittee

Members of this Subcommittee included Mary Jo Larsen, Chair, Thyet Nguyen, and Irma Ortiz. Irmina Howe provided staff support to the Subcommittee. The following often-quoted statistic regarding the increasing percentage of non-English speaking Fairfax County residents was an impetus for creating this Subcommittee: "In 1990, 19 percent of Fairfax County households had at least one resident that spoke a primary language other than English. By 1998, that percentage had increased to 31 percent." The Subcommittee developed strategies to reach County residents who do not speak English. Targeted efforts were developed for each of the major foreign language speaking groups in the County. For some groups, cultural as well as language issues needed to be addressed.

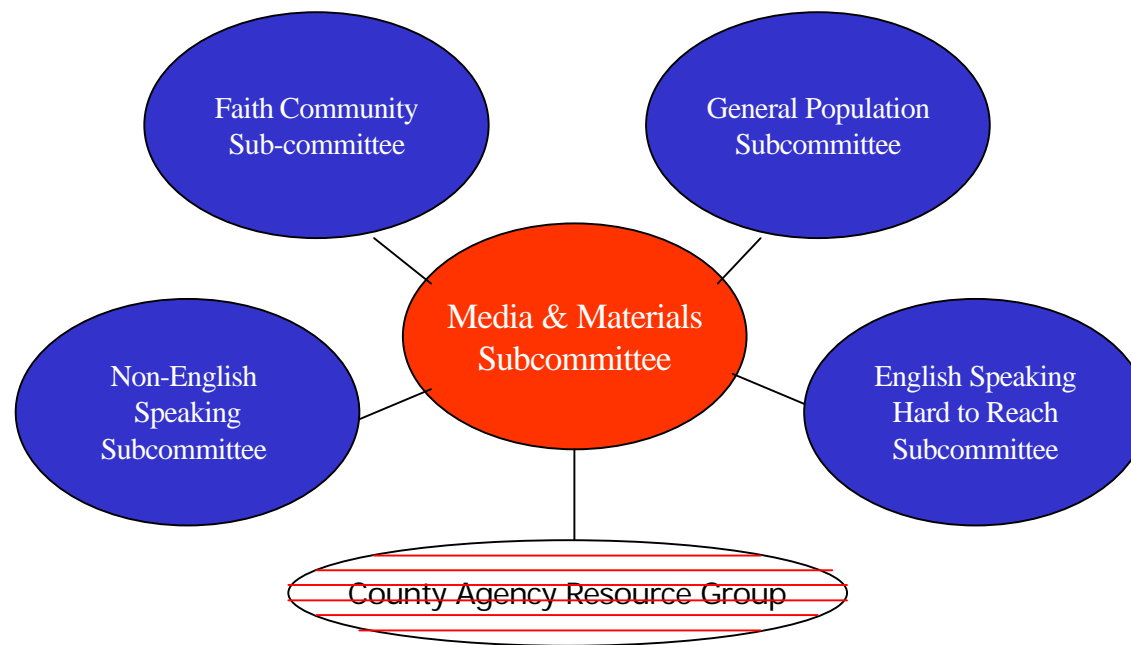
Staff Support Organization

Organization at the staff level began well in advance of the first meeting of the Complete Count Committee. Staff inventoried existing communications networks to determine where the Committee, once appointed, would be able to piggyback the census message onto already planned activities. Staff also met with various agency representatives and engaged their support in census outreach efforts. Staff continued to meet with local and regional agencies on a periodic basis throughout the Census 2000 campaign and kept apprised of on-going census activities. These activities enabled the subcommittees, and the Complete Count Committee as a whole, to move more quickly in implementing the numerous strategies, once developed.

Time Commitment and Level of Involvement Requirements

The time period between the establishment of the Census 2000 Complete Count Committee and the submission of the final report of activities lasted less than one year. The Committee met on a monthly basis, and most of the subcommittees met more frequently, some as often as weekly as Census Day, April 1, 2000, approached. Also during that time, many committee members expended countless hours disseminating the census message throughout Fairfax County. A great deal of energy, enthusiasm, and effort were invested in numerous activities. It is important that the hectic and demanding schedule of a commitment such as this, and the level of involvement required, albeit for a specific period of time, be understood by future Complete Count Committee members.

Complete Count Subcommittees



Subcommittee Strategies, Goals, and Accomplishments

The five Subcommittees comprising the Census 2000 Complete Count Committee developed numerous strategies, and through hard work and dedication, accomplished many of them. This section focuses on the strategies, goals, and accomplishments of each Subcommittee, and is inclusive of all strategies considered. The level of detail is deliberate. Even those tasks that were suggested, but not carried out, are included. It may be possible that some of these strategies not accomplished could be completed by future Complete Count Committees, if additional funding were provided, or if time permits.

The Media and Materials Subcommittee utilized existing County communications resources to support the strategies of all of the subcommittees, and piggybacked onto those resources whenever possible. A list of the communications networks is included, beginning on page 9. One outcome of using the existing networks was the opportunity to schedule many County facilities, including libraries, community centers, fire stations, and schools, as U.S. Bureau of the Census Recruitment and Testing Centers, Questionnaire Assistance Centers, and/or Be Counted sites. Locations used by the Bureau of the Census in any of those capacities are also listed, beginning on page 11.

Media and Materials Subcommittee

Strategies

This Subcommittee will assist the other subcommittees by identifying, gathering, and/or developing materials that fit the strategies recommended by the other subcommittees. By using materials available from the U.S. Bureau of the Census and elsewhere, and by developing needed materials where they do not exist, this Subcommittee will work to ensure the consistency of the Complete Count Committee's message and avoid duplication of effort. The Subcommittee will also coordinate and arrange for appropriate speakers for presentations, radio public service announcements, and videotaped announcements for cable television.

Accomplishments to Support All Subcommittee Work

- ✓ Reviewed Subcommittee ideas and identified commonalities to eliminate duplication
- ✓ Established a clearinghouse for promotional materials
- ✓ Developed a process for distribution of materials
- ✓ Researched availability of existing census materials and products that align with Subcommittee strategies and arranged for delivery and dissemination
- ✓ Coordinated Speaker's Bureau
- ✓ Wrote video and radio public service announcements and scheduled multilingual committee members and citizens for taping at the Fairfax County Channel 16 studio
- ✓ Developed population-specific products and translated messages to respond to various language groups, cultures, audiences, etc.
- ✓ Included one representative from each of the other Subcommittees to serve as a liaison to the Media and Materials Subcommittee
- ✓ Utilized existing communication networks, from both inside and outside the County structure, to spread the message in the broadest, most effective way – piggybacking on regularly scheduled meetings, mailings, and various communication media
- ✓ Established connection with local media networks
- ✓ Maintained connection with the Regional Census Office, the Director and Media Specialist
- ✓ Maintained ongoing working relationship with the Alexandria and Fairfax Local Census Offices to share products and information, establish Recruitment and Testing Centers, Questionnaire Assistance Centers, and Be Counted Sites, and partner in covering local events with the Census Recruitment Specialist and Census Partnership Specialist
- ✓ Maintained connection with other Complete Count Committees within the metropolitan area through monthly meetings at the Washington Metropolitan Council of Governments
- ✓ Beginning in late March, obtained daily updates from the U.S. Bureau of the Census Web site on Fairfax County mail-in response rates by census tract. Additional outreach efforts were targeted toward those tracts exhibiting low initial rates in an effort to improve mail-in response rates.

Existing County Communication Resources To Support Strategy Subcommittee Work

A. Regularly Scheduled County/Community Mailings:

1. Ofc. of Partnerships Newsletter to Business & Community Org. [100+ monthly]
2. Ofc. For Women Newsletters & Presentations [1,200 quarterly]
3. Dept. of Finance – mailing of 1099's [7,000 yearly] & vendor file W-9's [80,000 anytime]
4. Dept. of Finance FAMIS/CASPS Newsletters to County staff [1,000 quarterly]
5. Dept. of Public Works & Environmental Services Staff Newsletter [1,500 quarterly]
6. Dept. of Public Works & Environmental Services letters to professional engineering, development and construction community [700 as needed]
7. Fairfax County Public Library Newsletter [18,000 monthly]
8. Electoral Board & General Registrar Newsletter [2,500 3X year] & Voter Mailings [as needed]
9. Fairfax County Police Department – District Stations Neighborhood Watch Newsletter to community groups [as needed]
10. Dept. of Family Services Staff Newsletter [quarterly]
11. Office of the County Executive Changing Times in Fairfax Staff Newsletter [monthly]
12. Dept. of Human Resources – Courier Staff Newspaper [11,000 + biweekly]
13. Retirement Administration Newsletter [5,000 retired employees 3X year]
14. Dept. of Tax Administration Real Estate & Personal Property Tax Bills [220,000]
15. Dept. of Family Services Food Stamp Mailings [2,000+ monthly]
16. Ofc. Of Public Affairs – Weekly Agenda Newsletter [4,000 weekly]
17. Ofc. Of Public Affairs –Internet e-mail subscription
18. Ofc. Of Public Affairs –Civic Association Mailings [1,400 quarterly]
19. Ofc. Of Public Affairs –Press Releases [weekly]
20. McLean Community Center Program Guide [18,000 households 3X year]
21. McLean Community Center Theatre Program [12,000 households 9X year]
22. McLean Community Center Program & Event Flyer Mailings [35,000 @ 25X year]
23. Reston Community Center Program Guide [18,000 households 3Xyear]
24. Reston Community Center Calendar of Events[monthly]
25. Faith-In-Action Mailings to all local congregations [database available for use anytime]
26. Area Agency on Aging Golden Gazette Newsletter [monthly]
27. Fairfax-Falls Church Community Services Board Newsletters [quarterly]
28. Fairfax-Falls Church Community Services Board Billing mailings [monthly]
29. Fairfax County Public Schools Familygram Newsletter (including foreign language editions)
30. Fairfax County Public Schools Supergram Newsletter (weekly employee mailing)
31. Fairfax County Public Schools Parent Liaison Newsletter (mostly bilingual professionals)
32. Fairfax County Park Authority, PARKTAKES magazine, [100,000+ quarterly]
33. Health Dept., Affordable Health Care Centers and Adult Daycare Centers [mailings monthly to targeted populations i.e., health dept. clients and daycare clients].
34. State of Virginia mailing of Medicaid, Food Stamps and TANF checks [monthly]
35. Disability Services Board Newsletter [monthly]

B. Regularly Scheduled County/Community Meetings & Presentations:

1. Ofc. of Partnerships Presentations to Reston Chamber of Commerce [80 monthly]
2. Ofc. For Women Presentations [ongoing]
3. Ofc. For Women – Women Business Owners Network [500 quarterly+]
4. Dept. of Family Services Citizen Advisory Boards [9 Boards meet monthly]
5. Retirement Administration Classes [800 current employees biweekly]
6. Dept. of Family Services Continuum of Care Meetings [200 monthly]
7. Dept. of Family Services Homeless Shelter & Transitional Housing Operators Meeting [bimonthly]
8. Ofc. of Public Affairs – Town Meetings [varies]
9. McLean Community Center Committee & local organization meetings [3,000 weekly]

10. McLean Community Center Planning Group[100 persons 3X week]
11. Reston Community Center Community Meetings [monthly]
12. Small Business Commission [monthly]
13. Continuum of Care meetings and Point in Time survey for counting homeless persons.

C. Point of Purchase/Advertising Opportunities:

1. Dept. of Vehicle Services
2. Dept. of Public Works & Environmental Services Public Walk-in Counters [unlimited daily]
3. Fairfax County Public Libraries Bulletin Boards [unlimited daily – 700,000 registered users]
4. Fairfax County Police Department – District Stations Bulletin Boards
5. Dept. of Human Resources – paycheck messages [8,500+ biweekly]
6. Dept. of Systems Management for Human Services – Coordinated Services Planning announcement during call waiting time on both the English and Spanish Help Center Phonelines [4,000 calls for assistance monthly]
7. Office of Partnerships - Computer Learning Centers [1,500 people weekly]
8. Ofc. Of Public Affairs –Citizen Assistance Desk [daily]
9. Reston Community Center Bulletin Board [daily]
10. Reston Community Center – Reston Shopping Center Display Case [daily]
11. Reston Community Center at Lake Anne (Hispanic Neighborhood) Bulletin Board [daily]
12. Board of Supervisor District Offices – Bulletin Boards
13. Fairfax County Public Schools Central Registration Office
14. Fairfax County Adult Education/English as a Second Language classes
15. Fairfax County Recreation Centers [8 centers]
16. McLean Community Center Bulletin Board [daily]
17. Herndon Neighborhood Resource Center Community Bulletin Boards (Multicultural Neighborhood)

D. County Cable Network:

1. Dept. of Telecommunications & Consumer Services/Channel 16 [250,000 households daily]
2. Fairfax County Public Library Cable TV Channel 44 [unlimited daily]
3. Fairfax County Public Schools Cable TV Channel 10 [daily]

E. County Websites:

1. Fairfax County Government Website [8 million hits monthly]
2. All other County Websites

F. Local Radio Stations:

1. Dept. of Telecommunications & Consumer Services – Ethnic Radio PSA's

Questionnaire Assistance, Be Counted, and/or Testing Centers

1. Woodson High School
9525 Main Street
Fairfax, VA 22030
Patti Evans, 703-503-4681
2. Providence Recreation Center
7525 Marc Drive
Falls Church, VA 22042
Trina Taylor, 703-698-1351
3. James Lee Community Center
5920 Summer Lane
Falls Church, VA 22042
Joyce White, 703-534-3387
4. Bailey's Community Center
5920 Summer Lane
Falls Church, VA 22041
Walter J. Hawkins, 703-575-9382
5. Culmore Community Action Committee
6055 Argyle Dr., Apt. 1
Falls Church, VA 22041
Soledad Lyle, 703-379-5217
6. George Mason Regional Library
7001 Little River Turnpike
Annandale, VA 22003
Paula Grundset, 703-256-3800
7. Hispanic Committee of Virginia
5827 Columbia Pike, Second Floor
Falls Church, VA 22041
Irma Ortiz, 703-671-5666
8. Flint Hill Elementary School
2444 Flint Hill Road
Vienna, VA 22181
Sheri Mirilovich, 703-242-6100
9. Labor Ready
8627-B Lee Highway
Fairfax, VA 22031
Jackie Word, 703-207-8501
10. Pimmit Hills Senior Center and School
7510 Lisle Avenue
Falls Church, VA 22043
William (Bill) Harper, 703-506-2315
11. Tysons-Pimmit Regional Library
7584 Leesburg Pike
Falls Church, VA 22043
Tina Cunningham, 703-790-8088
12. Devonshire/Falls Church Senior Center
2831 Graham Road
Falls Church, VA 22046
Joyce Stoneham, 703-876-5227
13. Herndon Fortnightly Library
768 Center Street
Herndon, VA 20170
Diane Pruett, 703-437-8855
14. Herndon Neighborhood Resource Center
1086 Elden Street
Herndon, VA 20170
Fermina Rochac, 703-435-6830
15. Reston Regional Library
11925 Bowman Towne Drive
Reston, VA 20190
Lisa, 703-689-7200
16. Reston Community Center
2310 Colts Neck Road
Reston, VA 20191
703-476-4500
17. South Lakes High School
11400 South Lakes Drive
Reston, VA 20191
David J. Morgan, 703-715-4518
18. Mott Community Center
12111 Braddock Road
Fairfax, VA 22030
Naomi Yates, 703-278-8605
19. Sully Senior Center
5690 Sully Road
Centreville, VA 20120
Jessica Hall & Kris Miller, 703-227-2301
20. Mount View Alternative School
5775 Spindle Court
Centreville, VA 20121
Pamela Rutkowski, 703-227-2301
21. Centreville Regional Library
14200 St. Germain Drive
Centreville, VA 20121
Jerilyn Polson, 703-830-2223
22. Chantilly Regional Library
4000 Stringfellow Road
Chantilly, VA 20151
J. Freen, 703-502-3883

23. Fairfax City Regional Library
3915 Chain Bridge Road
Fairfax, VA 22030
Suzanne Rehder, 703-246-2281
24. Kings Park Library
9000 Burke Lake Road
Burke, VA 22015
Rita Toscano, 703-978-5600
25. Patrick Henry Library
101 Maple Avenue, E.
Vienna, VA 22180
Carolyn Koehler, 703-938-0405
26. Pohick Regional Library
6450 Sydenstricker Road
Burke, VA 22015
Elizabeth Waller, 703-644-7333
27. Thomas Jefferson Library
7415 Arlington Blvd.
Falls Church, VA 22042
Phyllis Ray, 703-573-1061
28. Woodrow Wilson Library
6101 Knollwood Drive
Falls Church, VA 22041
Bonnie Worcester, 703-820-8774
29. Springfield Health Department
8136 Old Keene Mill Road, Suite A-100
Springfield, VA 22152
Carol Shnayer, 703-569-1031
30. Barros Circle Complex
6117 South Barros Court
Centreville, VA 20121
Elena Jones, 703-352-4943
31. Centreville United Methodist Church
6400 Old Centreville Road
Centreville, VA 20121
Barbara Shenko, 703-830-2684
32. Fairfax County Department of Systems Management
for Human Services, Region 2 Office
6245 Leesburg Pike, Suite 300
Falls Church, VA 22044
Tom Kam, 703-533-5776
33. Fairfax County Department of Systems Management
for Human Services, Region 3 Office
11484 Washington Plaza, Suite 110
Reston, VA 20190
Ellen Tuyahov, 703-787-4962
34. Fairfax County Department of Systems Management
for Human Services, Region 4/5 Office
12011 Government Center Parkway, Suite 210
Fairfax, VA 22035
Juanita Wilder, 703-324-5285
35. Willston Center
6131 Willston Drive
Falls Church, VA 22044
Greg Williams, 703-532-6018
36. Sherry McManus Community Room
6017 Argyle Drive
Falls Church, VA 22041
Soledad Lyle, 703-379-5217
37. Yorkfield Cooperative Association
3146 Draper Drive
Fairfax, VA 22031
Jim Brown, 703-273-7777
38. Fairfax County Fire Department
Station Number 37
7936 Telegraph Road
Alexandria, VA 22315
39. Fairfax County Health Department
6301 Richmond Highway
Alexandria, VA 22306
40. Fairfax County Human Services
8850 Richmond Highway
Alexandria, VA 22309
Ken Disselkoen, 703-799-6330
41. United Community Ministries
7511 Fordson Road
Alexandria, VA 22306
42. United Community Ministries
Employment Center
7842 Richmond Highway
Alexandria, VA 22306
43. Groveton Baptist Church
6511 Richmond Highway
Alexandria, VA 22306
44. Labor Ready
7611-D Richmond Highway
Alexandria, VA 22306
45. Good Shepherd Catholic Church
8710 Mt. Vernon Highway
Alexandria, VA 22309
46. Lesperza Mission
7010 Harrison Lane
Alexandria, VA 22306
47. Rose Hill Apartments
4914 Celtic Drive, Apt. 2
Alexandria, VA 22310
48. Martha Washington Library
6614 Fort Hunt Road
Alexandria, VA 22307

49. Gum Springs Community Center
8100 Fordson Road
Alexandria, VA 22306
50. Sherwood Hall Regional Library
2501 Sherwood Hall Lane
Alexandria, VA 22306
51. John Marshall Library
6209 Rose Hill Drive
Alexandria, VA 22310
52. Lorton Regional Library
9520 Richmond Highway
Lorton, VA 22079
53. Dolley Madison Library
1244 Oak Ridge Avenue
McLean, VA 22101
54. Bryant Adult Alternative High School
2709 Popkins Lane
Alexandria, VA 22306
55. Dar Al-Hijrah Mosque/Community Center
3159 Row Street
Falls Church, VA 22044
56. Fairfax County Government Center
12000 Government Center Parkway
Conference Room 7
Fairfax, VA 22035
57. Fort Belvoir Army Community Center
9655 Belvoir Road, Building 1001
Fort Belvoir, VA 22066
58. George Mason University
4400 University Drive
Fairfax, VA 22030
59. Lions Club
7846 Richmond Highway
Alexandria, VA 22306
60. Richard Byrd Library
7250 Commerce Street
Springfield, VA 22150
61. St. John's Lutheran Church
5952 Franconia Road
Alexandria, VA 22310
62. Salvation Army
1804 Mt. Vernon Avenue
Alexandria, VA
63. Virginia Employment Commission
5520 Cherokee Avenue, Suite 100
Alexandria, VA 22312
64. Virginia Employment Commission
13135 Lee Jackson Memorial Highway
Fairfax, VA 22033
65. Virginia Korean Baptist Church
7200 Ox Road
Fairfax Station, VA 22039
66. Virginia Polytechnic/University of Virginia Center
7054 Haycock Road, Room 217
Falls Church, VA 22044
67. Word of Life Church
5225 Backlick Road
Springfield, VA 22151
68. James D. McDonnell Community Room
5900 Centreville Road
Centreville, VA 20121
Kathy Buckley, 703-378-9393

General Population Subcommittee

The mission of the General Population subcommittee focused on strategies and activities to reach individuals and citizen groups. Linkages with government, non-governmental agencies, organizations and businesses were emphasized. Strategies included displaying banners and posters in high volume areas, distribution of census materials at community facilities and events, publication in community newsletters, advertisement in grocery and retail stores and distribution of census materials in public/private schools and day care facilities.

Strategies:

- Contact medical community for participation and display of census information
- Publish census articles in local civic associations' newsletters
- Display banners at high volume and visibility areas
- Insert census logo or message on local bills
- Distribute census information to community based organizations
- Display census information at local community centers
- Display census exhibit in public offices and local businesses
- Advertise at local grocery and retail stores
- Broadcast public services announcements on local television shows and radio
- Have local assistance centers available in public schools, faith communities and public facilities
- Outreach to social services customers and facilities
- Distribute census information through schools and childcare facilities
- Contact Chamber of Commerce
- Distribute census information through local service clubs
- Distribute census information through local health care facilities
- Request Board of Supervisor's make a census proclamation
- Utilize merchandise coupon mailings to distribute census information
- Have children (boy/girls scouts, youth groups) help deliver census materials
- Distribute information to local retirement and nursing homes
- Insert articles and logo in County agency newsletters or publications

Accomplishments:

- ✓ Public service announcements aired on "It's Academic " television quiz show on March 11th, March 18th, March 25th and April 1st. Questions related to the U.S. Census were incorporated into questions for show participants.
- ✓ 2500 residents enrolled in Fairfax County's Community Health Care Network received English and Spanish census inserts.
- ✓ Participation in the American Red Cross Family Safety Day held at Springfield Mall. Arranged for the Fairfax Office of the U.S. Census Bureau to have a high visibility table to use for recruiting, public relations and education. Approximately 5000 attendees.
- ✓ Displayed Census exhibit at the Government Center from 3/30/00 to 3/31/00. This corresponded with the Census Proclamation on March 29 by the Fairfax County Board of Supervisors. In addition, the site was also used to recruit Census employees.
- ✓ Census packet which included camera ready artwork and articles given to each District Supervisor.

- ✓ Distribution of letter to all parents of Fairfax County Public School students from Dr. Daniel Domenech encouraging their participation in the Census. Letter translated into six (6) different languages.
- ✓ 75, 000 coloring books distributed to children in grades K-3 in FCPS
- ✓ Posters distributed to every FCPS.
- ✓ Articles published in FCPS family Gram newsletter and various individual school publications (Bucknell's Best School News, Crossfield's Our TeamWorks).
- ✓ Letters and posters distributed to 60 private schools in Fairfax County, reaching a population of approximately 12,800 students.
- ✓ Street Banner displayed across Maple Ave (Route 123) in the Town of Vienna between March 27 - April 8.
- ✓ Fairfax County Department of Health displayed posters and distributed fact sheets and coloring books in 8 facilities.
- ✓ Poster size banners were distributed and displayed at 36 local Fire Stations.
- ✓ 220,000 residents received a census insert in their Real Estate and Personal Property Tax bill.
- ✓ Census logo appeared on the Fairfax County's Park Authority "Parktakes" class schedule which is distributed to approximately 220,000 residents.
- ✓ Distribution of posters, fact sheets and census bags to local community organizations (Western Fairfax Christian Ministries, The Lamb Center, Mott Center, Our Daily Bread, Burke Cares, Central Fairfax Forum. United Community Ministries , Good Shepherd Housing, Rising Hope).
- ✓ Distribution of posters, fact sheets and census bags to local community places (Cedar Ridge Apartments Rental Office, Cedar Ridge Community Center, Stonegate Village Apartments Management Office, Laurel Learning Center, Embry Rucker Community Shelter, Gum Springs Community Center, Buckman Road apartments, Sherwood Hall Library, Woodlawn Church, Groveton Church, Bryant Education Center, And Bel Center, Mclean Community Center, Reston Community Center, Herndon Neighborhood Resource Center).
- ✓ Article published in the local newsletters (Town of Vienna Newsletter, The American Legion #176, Bailey's Crossroads Community Focus, Disability Services Board News, Court Appointed Special Advocate Voices, Providence District Council, Villa D'Este Village HOA, Fairfax Jaycees, Central Fairfax Chamber of Commerce).
- ✓ Promotional packet including article and camera ready advertisement mailed to United Way Mailing lists.
- ✓ Advertisement of Census Jobs in the Volunteer Center of Fairfax County's newsletter and posted on their web site.
- ✓ Public Service announcements on local cable television.
- ✓ Distributed 8000 census inserts to Department of Family Services clients receiving Food stamps and/or Temporary Assistance for Needy Families (TANF).
- ✓ Posters and facts sheets displayed in local Department of Family services waiting rooms.
- ✓ Promotional packet given to each Department of Family Supervisor to include language fact sheets and population targeted information to be distributed to employees and clients.
- ✓ Posters displayed in 123 Office for Children SACC Centers.
- ✓ 8000 Flyers distributed to children and families receiving child care services from OFC.
- ✓ 4000 Flyers mailed to individuals proving childcare to families in Fairfax County.
- ✓ 1400 letters and fact sheets mailed to local businesses.
- ✓ Promotional items given to local health clubs (Washington Sports Club and Fairfax Racquet Club).
- ✓ Census fact sheets included in the Continuum of Care mailing list
- ✓ Publication in local Golden Gazette targeting elderly residents.
- ✓ Drink coasters distributed to local restaurants(Grevey's Restaurant, Ruby Tuesday, Cheveys, Mama's Restaurant and Sports Bar, Fast Eddie's, Glory Days, Brasa Roja Restaurant, and Nicks Pizzeria).

Faith Communities Subcommittee

To relate the message about the importance of the Census 2000 Complete Count to a significant part of the population through all Fairfax County faith communities.

The committee decided to begin by engaging and working through the leadership of the faith communities including minority, non-English faith communities. They drafted a letter and began contacting various offices of the major denominations (district, diocese, and other). Through them they hoped to reach in a tops-down approach congregations in their jurisdictions. They drafted a second letter with Census information, emphasis on confidentiality of the responses, and information on requests for volunteer assistance, which was sent to pastors and leaders in each individual faith community. They also included flyers suitable for posting and offers for materials translated into six languages other than English. Subcommittee members attended Regional faith community meetings and other events to encourage faith leaders and individuals to alert their congregations about the importance of the Census. They offered assistance in addressing congregations and youth groups about the Census.

Strategies:

- Study and review the 1990 Census Complete Count report and replicate their strategies and recommendations.
- Contact all District Faith Offices to get top down support for a complete count.
- Make personal visits to Regional Faith in Action meetings and distribute information and materials.
- Contact leaders of minority non-English faith communities directly to discuss the importance of a complete count, include materials and information in languages other than English.
- Offer Census 2000 presentations at faith services.
- Recruit volunteers for Questionnaire Assistance Centers.
- Contact the minority language media for assistance in getting the word out about a complete count.
- Contact ministerial associations, such as Community Ministries of Northern Virginia.
- Arrange for speakers at youth meetings and singles groups.
- Participate in Religious Weekend/Census Sunday activities.

Accomplishments:

- ✓ Drafted two letters to district faith leaders and to individual faith congregations.
- ✓ Mailed letters and information materials to over 30 district faith offices and to religious coalition groups and ministerial associations serving Fairfax County.
- ✓ Mailed 950 letters and information materials to minority, non-English and English speaking faith communities.
- ✓ Translated Census information into Spanish, Vietnamese, Korean, Farsi, Urdu and Somalia for faith communities where these languages are in use.
- ✓ Met with all four Regional Faith in Action Communities (FIA) and the FIA Planning Committee. Distributed materials and information for sharing with their congregations.
- ✓ Participated in Religious Weekend/Census Sunday activities.
- ✓ Census information was shared at a booth set up at the Expo Center during the Muslim celebration.
- ✓ People from the Fairfax Census office visited the Adams Center to speak to youth regarding the importance of the Census.

English Speaking Minority and Hard to Reach Residents Subcommittee

To develop strategies that focus on reaching English speaking minorities who were undercounted in the 1990 Census to include: African Americans, Asian Americans, Hispanic Americans and Native Americans. The committee also focused on young males and children who were considered hard to reach and undercounted.

Strategies:

- Distribute Census 2000 information to barber shops, beauty salons, sports bars, pool halls, ethnic restaurants, minority businesses and churches
- Distribute and wear T-shirts that promote the Census at local events.
- Develop messages that build trust and are different from the mainstream message addressing the hard to reach.
- Develop a database of community events that will take place before April 21, 2000, to make presentation and distribute information and promotional goodies to heighten the importance of Census 2000.
- Utilize locations where hard to reach residents congregate such as playgrounds, teen centers, youth sports leagues, public basketball courts, student unions and skating rinks to distribute Census 2000 information and goodies.
- Recruit teen centers and community centers participants to adopt Census 2000 as a community service project
- Conduct outreach activities at local colleges and universities.
- Identify and work with national partners and use strategies that work.
- Distribute information to the minority business community.

Accomplishments:

- ✓ Developed culturally sensitive messages that build trust to be used for door hangers, point of purchase displays.
- ✓ Distributed t-shirts with a diverse logo design that encouraged everyone to "Stand Up and Be Counted".
- ✓ As a community service project, Fairfax County community centers' and teen centers' youth participants, distributed door hanger to apartment complexes located in 1990 Census low response rate areas.
- ✓ Girls Scouts, George Mason University students and Delta Sigma Theta Sorority members distributed door hanger to apartment complexes located in 1990 Census low response rate areas.
- ✓ Department of Housing and Community Development distributed door hangers to their public housing and moderate income rental properties.
- ✓ Distributed Census 2000 information to minority barbershops, beauty salons, churches and businesses.
- ✓ Attended local events to promote Census 2000 such as 15th Annual Heritage Music Festival at Fairfax High School and the Fourth Annual Black History Month Step Show at George Mason University.
- ✓ Distributed Census 2000 information and promotional goodies to community based programs and activities.
- ✓ Distributed coasters with the Census message in English and Spanish to area restaurants, bars and pool halls.
- ✓ Sub-committee members made Census 2000 presentations.
- ✓ Developed and aired three public service announcements on the County Cable channels in seven different languages to include: Spanish, Farsi, Arabic, Vietnamese, Somali, Urdu, and Persian in addition to English.

- ✓ Developed and distributed a letter to the minority business community utilizing the Economic Development Authority's mailing list of minority owned businesses -- totaling 1,400 addresses.
- ✓ In collaboration with NAACP, a national partner, crafted and mailed a letter promoting the Census to 26 African American Churches.
- ✓ NAACP distributed point of purchase boxes, posters and flyers.
- ✓ Recruited enumerators.
- ✓ Distributed multi-language posters and flyers to community and senior centers.
- ✓ Distributed Census coloring books, in English and Spanish, to community centers.
- ✓ Posted Census 2000 information in 100 FASTRAN

Non-English Speaking Minorities Subcommittee

The Non-English Speaking Minorities Subcommittee reached out to the various multicultural groups within Fairfax County communities. The Subcommittee developed strategies that effectively targeted each of the major foreign language speaking groups in the County. This Subcommittee also addressed cultural issues, demonstrating commitment to their task, and therefore raising the level of trust among the members of their respective communities.

Strategies

- Developed a very simple fact sheet stating the eight most important items regarding their rights and their benefits to being counted
- Translated material and a fact-sheet from English into the following eight additional languages: Arabic, Chinese, Farsi, Korean, Somali, Spanish, Urdu, and Vietnamese
- Reached out to faith communities, coordinating efforts with the Faith Communities Subcommittee
- Developed a contact list of community leaders. On February 16, 2000, we held a meeting at the Hispanic Committee of Virginia Center. Twenty-four community leaders from different cultures and organizations attended the meeting. Materials were distributed among the participants for use in their respective communities.
- Reached out to small organizations and businesses within the ethnic community. Key contacts in the community were involved, including service providers.
- Utilized the language-specific media, including radio and newspapers to disseminate information
- Used English as a Second Language (ESL) Adult Services to reach out to the non-English speaking students
- Used libraries, Family Resource Centers, health centers, dental clinics, and other establishments to disseminate information
- Increased Subcommittee membership via ad-hoc members and networks to include Somali, Korean, Afghani, Arabic and other participants

Accomplishments

- ✓ Multicultural community representatives met and coordinated action plans to reach out to their respective communities. Material was distributed among the participants.
- ✓ Fact sheets in nine languages, coasters, tee shirts, pencils, miniature soccer balls, basketball 'hand-balls', frisbees, and buttons, all with the Census 2000 logo, were distributed at ethnic restaurants, multicultural businesses, churches, events, meetings, ethnic celebrations, and schools, among other places.
- ✓ Attended Lunar New Year Celebrations at the Yorkville Community and at the Center for Multicultural Human Services – at the Yorkville Community, talked to the audience of approximately 150 and distributed information in their language. It was well received.
- ✓ Hundreds of fact sheets and other materials were given to the Adams Center for the Persian New Year Celebration on March 16, 2000.
- ✓ Reached out to the undocumented members of the community with good results. Passed out approximately 45 tee shirts at the 7-Eleven in the Culmore area. Addressed the group on issues of importance regarding the census.
- ✓ Representatives from various multicultural groups participated in the creation of a multiple languages public service announcement. The video aired on Channel 16.
- ✓ Distributed census material in various languages to a multicultural group of parents who meet weekly at the trailer at Baileys Elementary School. Addressed the group on census issues.
- ✓ Distributed census material to a large group of people (over 200) at a Sunday Spanish Service at St. Anthony Church in the Falls Church area.
- ✓ Extensive outreach to the Vietnamese and Korean communities at special events, restaurants, stores, businesses, churches, ESL classes and other businesses and activities.

Board of Supervisors' Support and Actions

The Fairfax County Board of Supervisors played an important role in the Census 2000 Complete Count effort. Supervisors used various methods to support the Complete Count Committee in the dissemination of the census message and encourage all County residents to complete and return their census questionnaire. Many Supervisors placed census materials in their district offices for use by their visiting constituents, as well as hung Census 2000 posters in their offices, and conference and community rooms. Other written means for assisting the Complete Count effort included mailing letters to homeowner and civic association leaders, discussing Census 2000 in district-wide newsletters to constituents, and placing census information on district Web sites. Members of the Board also reiterated the importance of a complete count when speaking before constituent groups.

Many Supervisors allowed the U.S. Bureau of the Census to use conference and community rooms as Recruitment and Testing Centers, Questionnaire Assistance Centers (QACs), and Be Counted Sites.

Census 2000 Complete Count Committee Vice Chair Jim Kelly was a guest on Chairman Katherine Hanley's television show, "County Conversations" and, with Salim Kublawi, Fairfax Local Census Office Manager, discussed the Census 2000 campaign. Talking points included the diversity of Fairfax County's population, results from the 1990 Census campaign, the purpose of the Complete Count Committee and the strategies being employed to educate Fairfax County residents about the importance of the census, the impact of non-response on the County, and information on contacting Complete Count Committee members.

Just as the Board of Supervisors was supportive of the census campaign, on Wednesday, March 8, 2000, the Metropolitan Council of Governments Board of Directors adopted a Proclamation in support of Census 2000.

Chronology of Board of Supervisors' Actions Supporting the Census 2000 Campaign

<i>July 26, 1999</i>	Board established the Fairfax County Census 2000 Complete Count Committee to promote the census throughout the County.
<i>September 13, 1999</i>	Board confirmed Appointments to the Complete Count Committee.
<i>January 10, 2000</i>	Sully District Supervisor Michael R. Frey announced during Board Matters that the Fairfax Local Census Office Open House would be held Friday, January 21, 2000.
<i>February 7, 2000</i>	During Board Matters, Chairman of the Board of Supervisors Katherine K. Hanley moved that the Board direct staff to invite members of the Complete Count Committee, and the appropriate staff members, to appear before the Board on March 27, 2000, to receive a Proclamation declaring Saturday, April 1, 2000, as Census Day in Fairfax County. The motion carried unanimously.
<i>February 28, 2000</i>	Providence District Supervisor Gerry Connolly requested during Board Matters that the County Executive contact the School Board to have the nominal \$5.00 fee waived for facility use by the U.S. Bureau of the Census. The school facilities were being considered for use as QACs, designed to help residents with literacy, language, or other barriers complete their census form. The fees had been paid by March 6, 2000, and the Census Bureau believed the paperwork necessary for reimbursement would have been an additional burden.
<i>March 27, 2000</i>	Board proclaimed Saturday, April 1, 2000 as Census Day in Fairfax County and encouraged all County residents to be counted, and complete and return their census questionnaires no later than Census Day, April 1, 2000. The wording of the Proclamation can be found on the following page of this report.
<i>July 10, 2000</i>	Complete Count Committee presented its Final Report of Activities to the Board of Supervisors.

The Complete Count Committee is very appreciative to each member of the Board of Supervisors for their assistance in promoting the Census 2000 outreach effort.

Proclamation

Whereas, the decennial Census serves as the basis for the reapportionment of seats in the U.S. House of Representatives, and the redrawing of legislative district boundaries in the Virginia General Assembly and the boundaries of Fairfax County Magisterial Districts; and

Whereas, census population totals are used to determine the distribution of over \$185 billion dollars annually in federal funds, and even more in state and local funds, for major programs in areas such as transportation, education, community and health services, and housing; and

Whereas, Fairfax County lost over \$7 million dollars in federal funds during the 1990s, due to an estimated undercount of 15,000 persons in the 1990 Census; and

Whereas, an accurate Census is a vital source of demographic and economic data used by Fairfax County planners, businesses, and decision-makers; and

Whereas, all Census data relating to individuals is kept strictly confidential, with severe penalties for disclosure; and

Whereas, research has shown that those persons in the greatest need of resources are often undercounted in the Census; and

Whereas, the Fairfax County Complete Count Committee is working with community and business organizations, the faith community, and organizations serving our diverse ethnic, racial, and cultural population to encourage full participation in the 2000 Census; now therefore,

Be it Resolved that the Fairfax County Board of Supervisors, on behalf of all the residents of Fairfax County, does hereby proclaim Saturday, April 1, 2000 as

Census Day

in Fairfax County, and encourages all county residents to be counted, and complete and return their Census questionnaires no later than Census Day, April 1, 2000.

Conclusion

The Census 2000 Complete Count Committee effort was successful in that the mail-in response rate reached 80 percent, and continued what has become a tradition of high response rates for Fairfax County. As in 1980 and 1990, Fairfax County achieved the highest response rate of all Northern Virginia Counties. This was not achieved without an extraordinary amount of work by committee members, County staff from the Department of Systems Management for Human Services, other County agencies and departments, and importantly, the support of the Board of Supervisors.

In order to continue reaching a high response rate, the Complete Count Committee, in the following, and final, section of this report, makes a number of recommendations for future committees. As Fairfax County becomes increasingly diverse, it will be even more imperative that advanced planning, and a longer period of time, go into the Complete Count effort.

As noted before, copies of all correspondence, fliers, posters, examples of work created by the Committee has been filed with the Department of Systems Management for Human Services. It was determined to be too bulky to copy as appendices for this final report.

As an addendum, the Fairfax County Census 2000 Complete Count Committee was recognized in June 2000, with a Public Service Award by the Northern Virginia Chapter of the American Society for Public Administration (ASPA) for its group work on the Census 2000 outreach effort. ASPA supports the public service community in its efforts to make government work better, provide networking and learning opportunities, and strengthen public service. The Award recognizes an individual, private institution or public organization for promoting the role and ideals of public administration. Nominees must live, work, or be located in Northern Virginia. Those eligible include government agencies, state, local or federal employees, and private or non-profit employees or institutions. The nominee should show evidence of significant and continuing contributions to public administration through conferences, programs, presentations, writing, or other substantive projects. The Complete Count Committee is honored to receive this recognition.

The Complete Count Committee is grateful to the Board of Supervisors for the opportunity to be of service to Fairfax County, and thanks them for their support of our efforts.

Discussion of Recommendations for Future Complete Count Committees

The efforts of the Census 2000 Complete Count Committee were successful. However, as with any endeavor, challenges arose that limited the extent and effectiveness of the effort and served as learning experiences for the future. The Fairfax County Census 2000 Complete Count Committee offers the following recommendations. The recommendations are divided into two sections: those offered for the Board of Supervisors and the County Executive, and those suggested for future Complete Count Committees. After each is a brief discussion, offering background information and/or highlighting why the recommendation should be considered in the future. Consideration of these recommendations may contribute to the successful promotion of the census by future Complete Count Committees.

Recommendations for the Board of Supervisors and County Executive Funding for Complete Count Committee Efforts

- 1. Funding necessary to support the Census 2010 Complete Count Committee effort should be included as a line item in the Fairfax County budgets for fiscal years 2008 through 2010.***

Funding should be made available earlier to support the organization, coordination, and facilitation of activities such as poster contests and orientation sessions with community members such as barbers and beauticians, local grocers, and others as persuasive resources to enhance the census initiative. In addition, early funding for promotional items such as fliers, buttons, coasters, napkins, and tee shirts would ensure these projects could be designed, printed, and distributed in a timely manner. Targeted funding will add resources to ensure a successful Complete Count. Efforts toward a Complete Count must be adequately funded to achieve the desired outcome. An estimated \$30,000 in direct costs, not counting staff time, was expended in the 2000 Complete Count effort.

Staff Support and County Involvement in the Complete Count Effort

- 2. The County Executive should assign primary staff support in sufficient time (early 2008) to allow for the proper mobilization of resources.***

The massing of many documents, charts and other administrative tasks requires support for reproducing and transporting materials, maintaining meeting minutes, obtaining meeting rooms, and coordination with other offices and agencies. Inventorying existing communications networks, both governmental and non-governmental, is a time-consuming process.

- 3. Primary staff support for Census 2010 should be assigned to the Department of Systems Management for Human Services, or the equivalent Human Services cross-agency facilitation department.***

The Department of Systems Management for Human Services should be the cognizant organization facilitating the Fairfax County Census 2010 effort. The staff support for Census 2000 was superb. Staff's can-do and will-do spirit made the many subcommittee strategies a reality. Staff proved to be knowledgeable, enthusiastic, creative, energetic, thorough and capable. Staff is responsible, in large measure, for the success of the Complete Count Committee and the overall census results for Fairfax County.

Human Services Departments often work directly with residents on whom outreach efforts are often focused, including children, the elderly, and non-English speaking and low income residents. They are often familiar with citizens groups and knowledgeable about data collection procedures.

- 4. All Fairfax County agencies and departments should be encouraged to assist in the Census 2010 effort. A coordinated County plan should be in place by spring 2009.***

Response of Fairfax County offices was uneven. Some agencies responded well while others did little to ensure a successful count. While discussions with agencies began ten months in advance of Census Day, in

retrospect, greater lead-time and better documentation of past Complete Count requirements would have improved the multi-agency planning effort.

An Advance Committee should be in place to assist Fairfax County agencies and departments in identifying areas where they might make a contribution to the 2010 Census effort. An Advance Committee can work with agencies and departments, assisting them with submissions of Census 2010 support plans. There should be a cohesive team effort for Census 2010.

5. County agencies and departments should be engaged as a resource pool. An inventory of communication networks should be conducted. Committee outreach efforts should piggyback on existing resources whenever possible.

A success of the Census 2000 campaign was the opportunity to piggyback on existing County resources and publications. For example, the Fairfax County Park Authority included census information in their publication, "Parktakes". County tax notices contained a handbill with the Census 2000 theme, "This is OUR future, don't leave it blank". The list of Existing Community Communication Resources, found on pages 9 and 10 of this report, was extremely useful in the Census 2000 campaign.

6. The Board of Supervisors should ensure the Fairfax County Web site is linked to the U.S. Bureau of the Census Web site, increasing opportunities for the dissemination of census information to County residents.

The U.S. Bureau of the Census Web site contained valuable information, used often by the Complete Count Committee and County Staff. For example, fliers and button designs could be downloaded for reproduction. Because it was linked to the Fairfax County Web site, residents and associations could also easily obtain census information for reproduction in newsletters or for personal use. The linkage of the two Web sites is advantageous to all residents in Fairfax County.

7. The Board of Supervisors should request that the Fairfax County Public School system:

- develop a policy and communicate it to all schools recommending that the Bureau of the Census is to be assisted,***
- make school facilities available after hours for use by the Census Bureau for recruitment, testing, and training,***
- waive the nominal \$5.00 fee for school facility use, and***
- include a line item in the fiscal year 2010 budget for census activities.***

The Board of Supervisors requested that the County Executive contact the School system to request that a point of contact be assigned to assist the Census Bureau in seeking sites to test job applicants. Also, the Board of Supervisors requested that nominal fees such as the \$5.00 fee charged by the Fairfax County Public School System, when requesting the use of a school facility, be waived. For the 2010 Census, with closer coordination with the School system, it will not be necessary to seek assistance from the Board of Supervisors for such matters.

Establishment of Complete Count Committee

8. The Board of Supervisors should establish a Complete Count Advance Committee two years in advance of the Census (April 2008). This will provide for proper planning and ensure a more orderly and thorough approach in promoting the census.

In 1989 and in 1999 the Committee was organized too late to properly address an undertaking as large as the Complete Count of Fairfax County. The Advance Committee should consist of appointees representing the members of the Board of Supervisors and the School Board. This committee would address two primary issues: the efforts of all county agencies and departments in supporting the census and the need for advanced planning and coordination so County efforts are defined and implemented in advance of the census. The Advance Committee would need staff support, and will form the core of the Complete Count Committee.

The Advance Committee would be in place and be able to assist Fairfax County agencies in identifying areas where they might make a contribution to Census 2010. The Advance Committee would keep the Board of Supervisors informed of the plans that agencies submit to support Census 2010.

9. *The Board of Supervisors should ensure the entire Complete Count Committee is appointed one year prior to Census Day 2010 (April 2009).*

The “kickoff” meeting should occur one year prior to Census Day. Assuming the Advance Committee has performed its task as outlined, the Complete Count Committee will be able to focus its energies on maximum visibility and exposure to ensure that the Census message reaches minority, hard to reach and historically undercounted populations. The core committee would continue monitoring Fairfax County departments, agencies, and schools while offering assistance to subcommittees formed by the committee of the whole.

Complete Count Committee Membership

10. *Members appointed to the Complete Count Committee should be willing to expend considerable time to achieve success in the Complete Count challenge.*

During the offer-of-appointment process, prospective appointees should be offered a thumbnail sketch of the possible actions, time-commitment requirements, timeline, and implemented strategies of prior committees to provide them with an understanding of the required level-of-involvement. This would ensure a greater awareness of responsibilities, and allow individuals with full-plates to offer recommendations of other individuals who could act in the best interests of their community and Fairfax County.

11. *In order to reflect an increasingly diverse population, Complete Count Committee membership should include more minority representatives. This includes not only cultural minority appointees, but also representatives from populations considered ‘hard to reach’. When considering representative organizations, those with outreach success should be invited to appoint representatives, such as African American Fraternities and Sororities, the Northern Virginia Pan Hellenic Council, BIG (Blacks in Government), Big Brothers and Big Sisters, the NAACP, 100 Black Men of Northern Virginia, the LINKS of Northern Virginia, the Northern Virginia Baptist Associations, and Barrios Unidos, among others.*

Increased participation from community members representing organizations like African American Sororities/ Fraternities, the NAACP, BIG (Blacks in Government), small, minority-owned business organizations and associations, Barrios Unidos, and County minority-employee organizations involved at the committee-level would give them a greater stake in ensuring the implementation of a successful effort. Additionally, it would provide a direct contact involved in the planning and implementation effort rather than a liaison role. This would ensure greater credibility and familiarity with the efforts among the various organizations.

12. *In addition to the Complete Count Committee membership, organizations should be encouraged to participate in subcommittees that target specific populations within Fairfax County, especially ‘hard to reach’ and cultural minorities, on an ad-hoc basis. The Complete Count Committee can assist in recruitment of subcommittee members.*

Non-appointed, ad hoc members assisted in mounting an effective Census 2000 campaign. These volunteers, and/or their organizations, implemented many initiatives, contributing to a successful census effort in Fairfax County. Continuation of this process would more easily facilitate planning and implementation of strategies. An ad hoc committee should be convened to form and forge relationships with various minority organizations and associations in order to establish a network of representatives and volunteers. Recruitment of persons representing the various minority communities as members of a subcommittee would more easily facilitate the planning and implementation process.

13. *The Fairfax County School Board should be invited to appoint representatives to the Complete Count Committee.*

The School System's effort in support of the Census could have been more comprehensive. Appointments made by School Board members would help address this concern. Montgomery County, Maryland announced a kickoff campaign in the fall of 1999 for "Census in the Schools". Also, the Bureau of the Census developed educational programs with instructional guides and grade-specific materials, however, the Fairfax County Public Schools did not widely take advantage of them. The Superintendent wrote a letter to principals in support of Census 2000, and Familygram and Supergram insertions were sent out in addition to many census coloring and comic books used in elementary schools. However, the effort could have been both broader and more timely if more advance planning had occurred. Accurate census data is of critical importance to schools. Further, across the nation children historically represent a large percentage of the Census "undercount".

14. *The Board of Supervisors should proactively encourage business participation in the Complete Count effort by inviting appointments from organizations such as the Restaurant/Bar Association and the Small Business Administration.*

Businesses varied in participation due to reluctance, budget, or the time needed to obtain appropriate approvals from management. Greater representation from businesses and organizations such as the Chambers of Commerce, small business organizations, and the Economic Development Authority, is vital. In that people frequent many of the local businesses to purchase food, gasoline, etc., it is imperative to locate materials that will bring the census to the attention of the population. Several businesses did participate, but the challenge was the late start.

15. *The Complete Count Committee should encourage participation by youth groups such as the Boy and Girl Scouts, teen centers, college organizations, and community-based and non-profit organizations.*

Door hangers were distributed to over 20,000 apartments in low response areas using such resources as youth from the teen centers. Information pamphlets/sheets were distributed to commercial establishments as well as nonprofit organizations. Local colleges and universities should be approached as early as possible to help advance the Census message.

16. *Non-appointee volunteers should be recognized and rewarded for their assistance with census outreach efforts.*

Non-appointee volunteers should be recognized and rewarded for their efforts. The committee's expression of thanks, recognition, and awards can take the form of certificates, a tee shirt, or a census lapel pin presented by the Chair of the Complete Count Committee or mailed with a letter of thank you. Expressing appreciation is an investment for commitment in the present as well as participation and commitment in the future. Individuals who know their efforts are appreciated reciprocate and return.

***Recommendations for the Complete Count Committee and County Staff
Coordination with the U.S. Bureau of the Census and Local Census Offices***

17. *The Complete Count Committee and County staff should establish a liaison with the local census offices assigned to Fairfax County as soon as practical. In the interim, coordination should be through the U.S. Bureau of the Census Regional Office to obtain contact information and materials.*

The ability to establish close-working relationships with the local Census Bureau offices for Fairfax County is critical to the effort. This was accomplished during Census 2000. It is equally important to know the whereabouts of other adjacent County offices for coordination and when needing materials.

18. *Relationships with the U.S. Bureau of the Census National Partnership Program must be more efficiently and effectively advanced.*

The National Partnership Program can be a valuable tool in a successful Complete Count campaign. Those partnerships used brought invaluable human-capital to Census 2000 efforts. Involving partnership organizations much earlier and directly in the planning and implementation process would provide greater

community credibility, place a finger on the community pulse, give partners more of a stake through ownership of the effort, and afford more community accountability.

The NAACP participation as a National Partner is an excellent example of the positive impact of the Partnership Program. The NAACP drafted a letter mailed to the 26 African American Churches throughout the County providing information on the importance of the census and recommending programs and activities that congregations could implement. Census Sunday designated activities included providing Sunday School instruction regarding a census detailed in the Bible and having the Sunday school pupils perform skits. Other initiatives conducted in concert with the NAACP included the distribution of point of purchase boxes, posters, and information sheets at churches, post offices, and other locations, including barber and beauty shops. Representatives from the local census office and the Complete Count Committee set up an information and recruitment booth during the NAACP sponsored Black History Month Heritage Celebration in February. Through coordination with the NAACP Regional Coordinator, a Complete Count Committee representative facilitated census office representation and a presentation at the Region-7 NAACP Convention held in Alexandria March 31 through April 2, 2000. A census office spokesman made a presentation for members in attendance. An information and recruitment booth was set up in the conference lobby.

- 19. The Complete Count Committee should enlist the assistance of the local census offices to conduct preplanning seminars and workshops for members and interested residents. The local census offices should sponsor meetings between chairs of local Complete Count Committees in their jurisdictions.***

This methodology provides participants with an insight regarding the degree of commitment, motivation and enthusiasm required to carry out the effort. This procedure would benefit the Committee by establishing positive, constructive and creative attitudes as well as a willingness to strive for greater efficiency and effectiveness from each committee member.

Complete Count Committee Scheduling

- 20. The entire Complete Count Committee should meet on a periodic basis, with meetings occurring more often as the time of the census nears (between January and April 2010).***

The urgency to meet as Census Day, April 1, draws near speaks of a need to have more frequent meetings.

- 21. Once developed, the Complete Count Committee should establish a reasonable schedule for the review of strategies to ensure a coordinated, yet non-duplicatory, effort among its subcommittees.***

Establishment of the subcommittees and strategic planning along with a work chart allowed all participants to track progress throughout the period. A thorough review of the strategies by the other four subcommittees was conducted; however, time constraints precluded a full review of each strategy by the Media and Materials Subcommittee. Building more time into the overall preparation schedule for Census 2010 would alleviate this issue. Many of the strategies required action from the Media and Materials Subcommittee that normally would take a longer period to accomplish, but staff consistently was outstanding and able to meet the requirements.

- 22. The Complete Count Committee should obtain daily updates on mail-in response rates by census tract (per the U.S. Bureau of the Census Web site), beginning in late March. Census tracts exhibiting low initial response rates should have additional outreach efforts targeted toward bolstering those rates between late March and mid-April.***

Beginning on March 27, 2000, the U.S. Bureau of the Census posted mail-in response rates by census tract for the entire nation on their Web site. It was therefore possible to track return rates for Fairfax County. The Complete Count Committee and County Staff retargeted outreach efforts, focusing on those census tracts exhibiting low initial response rates. This included placing additional fliers in apartment complexes, contacting the schools in those tracts to disseminate additional information and coloring books to students, and locating additional Questionnaire Assistance Centers in the area.

Complete Count Committee Outreach Efforts

23. *When initially formulating strategies for Census 2010, the Complete Count Advance Committee should focus additional outreach efforts in targeted census tracts with low mail-in response rates during Census 2000.*

The usefulness of the Fairfax County map, "2000 US Census Survey Returns by Census Tract", earlier in this report, should be found when preparing for Census 2010. It would have been advantageous for the Census 2000 Complete Count Committee to have similar information as readily available when strategies were formulated for the campaign. Additional outreach can be targeted toward those areas that achieved low response rates, in an effort to bolster them in 2010.

24. *To reach various audiences, the Complete Count Committee should enlist the mass media for promulgating the census, including newspapers, television, and the Internet.*

Questions about the census were asked on the television program, "It's Academic". Introducing the census into the questioning was a great idea and should form the basis for using the mass media to promulgate the message in popular programs that reach a large audience.

Public service announcement (PSA) efforts included drafting scripts delivered by community and organizational leaders, representatives of various races and ethnicities, and the "average-Joe". The Committee recruited the volunteers that delivered the messages. Taping took place in the Fairfax County Government Channel 16 studio, and the PSAs were broadcast over the station. The effort turned out to be quite successful. In the future, consideration should be given to placing the PSAs on public access and local area television stations. The PSAs should be run more often.

The Committee also developed a message that differed from the mainstream and national message already created, but which carried the same theme. It was used on tee shirts, in the PSAs, on the letterhead for the Hard to Reach/English Speaking Minorities Subcommittee and the NAACP, and other materials, and stated, "If they don't know you're there, you won't get your share". Talking points were developed for the Committee's representative on "County Conversations", Board of Supervisors Chairman Katherine Hanley's public affairs broadcast. The talking points were developed in consultation with the Fairfax Local Census Office to avoid duplication and present a balanced presentation of relevant information.

25. *The Complete Count Committee should establish an outreach program to access more members of the 'hard to reach' population.*

Young males were reached through Census coasters delivered to bars, restaurants and pool hall venues. The response on the part of the management/owners of these facilities was overwhelmingly positive. It is recommended that thousands of cocktail napkins be printed. Franchise restaurants such as Hooters and Ruby Tuesday need to be contacted in advance to secure permission from their corporate headquarters. Once March arrives, the napkins can be delivered. It's a win-win scenario. The census message gets into the community and the business establishments can use "free napkins" rather than paid-for stock.

26. *Outreach efforts within the faith community should:*

- *define the "faith community" as broadly as possible to include groups that might be overlooked,*
- *establish an early census education program throughout Fairfax County,*
- *send informational letters, followed by posters and materials to all places of worship and faith communities, and*
- *set up informal census information/assistance stations in places of worship, especially in minority faith community meeting places, to take advantage of the usual social hour following worship services.*

An earlier start would assist in updating databases, developing strategies, and sending materials to faith communities, particularly district offices in order to meet monthly or quarterly newsletter deadlines. Closer and earlier coordination with the district human service offices should occur to take advantage of their contacts and knowledge of faith community leaders. Many churches had information in their bulletins or

available to their congregation in either common or administrative areas. A Speaker's Bureau was established; many speakers provided individualized presentations to faith communities, religious congregations and other groups. Given more time, a more organized methodology could be set in motion to set up speaking engagements at more functions and organizations.

Complete Count Committee Census Outreach Materials

27. National census materials should be obtained as early as possible.

As in 1990 and 2000, the Complete Count Committee should anticipate that national census materials will arrive just prior to the census, and may not be the quantity desired. If the 2010 Complete Count Committee operates under the assumption that all federal materials will arrive late, it will be far ahead.

28. The Complete Count Committee should design, develop, and produce Fairfax County-specific materials, including posters and flyers.

A constant flow of informational materials maintains the visibility needed to achieve a high mail-in response rate. Census Bureau posters were wonderful but were scarce early in the campaign and too large for many bulletin boards and offices. Smaller sizes would be beneficial. The best poster was that of the "multiracial children in the pool". 9" x 12" and 10" x 14" posters would also have been useful, as would a banner style. A poster design contest could be held throughout Fairfax County in the spring of 2009. Perhaps one winner each from the elementary, middle, and high school populations and one from the recreation centers could be selected for printing during the summer and widely used in the campaign. Fairfax County should develop its own materials. The handouts printed on colored paper were terrific. The most general fliers, however, should be printed on lighter colors, making reproduction easier.

29. Drop-in articles should fit the newsletter requirements of community associations and civic organizations. This is often smaller than one-half page.

Not every organization or association offers a full-page article, nor is there any guarantee the readership will be engaged enough to read through a lengthy article. Shorter articles covering a variety of census topics might be selected for insertion in newsletters in the months leading up to Census Day. These should be ready by October 2009.

30. Fliers translated into languages other than English should:

- ***contain shorter messages translated into multiple languages on the same sheet,***
- ***be copied onto heavy paper stock,***
- ***provide a means for English speakers to understand and track single-language translations,***
- ***state accurate and easily understood translations of census requirements, and***
- ***be ready for dissemination by October 2009.***

To reach diverse communities, it was necessary to leave many different copies of non-English materials. Tables set up with ten different stacks of material for non-English speakers is frequently intimidating and many points of contact cannot offer that much space. Shorter messages translated into a number of languages on each page means that less table space is required and the logistics are simpler for the people distributing materials.

A notation in one corner of the page identifying the language or languages would be helpful. Color-coding of single-language translations would also be useful. If each language had materials color-coded, as additional materials were produced, everyone would know, for example, that fliers printed on pink, were Urdu. Color selection should be made by subcommittee members representing minority populations so there are no unfortunate gaffes.

Translations in various languages and dialects are necessary to ensure understanding by residents who do not have a grasp of the English language. More importantly, the message must be explanatory, covering unique

areas concerning individual beliefs, traditions and mores. An understanding is critical to prevent offending people and to gain their cooperation.

31. The Complete Count Committee should aggressively pursue varied materials to advertise the Census, such as coasters, napkins, tee shirts, and buttons.

In conjunction with County Staff, comic/coloring books, coasters, tee shirts, informational fliers, door hangers and handbills were designed. The coloring books were distributed to schools, civic organizations, recreational centers, and all School Age Child Care Centers. Drink coasters were distributed to many local establishments and proved to be an effective way to communicate the census message. Eight thousand fliers were distributed countywide. One thousand tee shirts were distributed and worn at public events by community volunteers, Scouts, youth from teen and community centers, and Committee representatives, as well as when distributing handbills in apartment complexes. The fliers and handbills were also available in FASTRAN buses.

Locations elsewhere in the Commonwealth were contacted to obtain various media items for distribution. Close coordination with the local census offices is a necessity to ensure acquisition of materials and to determine availability at other locations. Other ideas, such as cocktail napkins, pencils, notepaper, should be considered. An effort to provide tee shirts for newborns in area hospitals was proposed. Due to concerns by hospital staff, as well as the cost, this effort was not implemented. Setting up booths at various events, for example, boat and craft shows, could assist in getting the census message across to more people.

32. Several locations throughout the County should be identified for the storage of census materials, and from which to distribute those materials.

Materials were made available for pickup at the Pennino Human Services Center, 12011 Government Center Parkway, Fairfax. Due to the demand for, and paucity of, national census materials, staff reproduced additional copies for distribution. Storage of the materials was difficult because of space limitations. Consideration should be given for larger and more accessible space. Other locations spread throughout the County would have assisted in the disbursement of materials.

33. The Complete Count Committee should obtain the assistance of other organizations for support in efforts such as erecting a banner across a heavily traveled road.

A thirty-six foot banner was fabricated and stretched across Route 123 in Vienna. The logistics involved obtaining permission from the Town of Vienna and of note, the type of material and supporting lines were critical to the installation of the banner.

Other Reports of Interest

- ❑ <http://www.census.gov/dmd/www/advoverview.htm>
- ❑ <http://www.census.gov/dmd/www/medianews.htm>
- ❑ <http://www.census.gov/dmd/www/partner.htm>
- ❑ <http://www.census.gov/dmd/whatsnew.htm>
- ❑ <http://www.census.gov/dmd/www/advroadtour/index.htm>
- ❑ <http://rates.census.gov/>
- ❑ <http://www.census.gov/dmd/www/2krates.html>
- ❑ <http://rates.census.gov/cgi-bin/ResponseRates>